



**WNBC**  
**30 Rockefeller Plaza**  
**New York, NY 10112**  
**(212) 664-4444**

www.nbcnewyork.com

# CONTRACT

<u>Contract / Revision</u> 337056 /		<u>Alt Order #</u>
<u>Product</u> <b>SENATE 2012</b>		
<u>Contract Dates</u> <b>09/23/12 - 10/01/12</b>	<u>Estimate #</u>	
<u>Advertiser</u> <b>MENENDEZ FOR SENATE</b>		<u>Original Date / Revision</u> 09/21/12 / 09/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WNBC</b>	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA1849		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 42907		<u>Advertiser Ref</u> 16339

And:

**MESSAGE AND MEDIA**  
**100 ALBANY STREET**  
**NEW BRUNSWICK, NJ 08901**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WNBC	09/23/12	09/23/12	NFL REGULAR SEASON	815P-1130P		:30			NM	1	\$22,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$22,000.00			
2	WNBC	09/25/12	09/30/12	430-5A SU-TH TINY @ 430A	430A-5A		:30			NM	4	\$600.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-111--1				4	\$150.00			
3	WNBC	10/01/12	10/01/12	430-5A SU-TH TINY @ 430A	430A-5A		:30			NM	1	\$175.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$175.00			
4	WNBC	09/25/12	09/30/12	5-6A TODAY IN NY @ 5A	5A-6A		:30			NM	5	\$2,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				5	\$400.00			
5	WNBC	10/01/12	10/01/12	5-6A TODAY IN NY @ 5A	5A-6A		:30			NM	2	\$1,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	2-----				2	\$500.00			
6	WNBC	09/25/12	09/30/12	6-7A TODAY IN NY @ 6A	6A-7A		:30			NM	5	\$5,500.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				5	\$1,100.00			
7	WNBC	10/01/12	10/01/12	6-7A TODAY IN NY @ 6A	6A-7A		:30			NM	2	\$2,400.00
	IP											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #
337056 /	

Contract Dates	Product	Estimate #
09/23/12 - 10/01/12	SENATE 2012	

Advertiser	Original Date / Revision
MENENDEZ FOR SENATE	09/21/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount		
<div>Week: <u>Start Date</u> 10/01/12 <u>End Date</u> 10/07/12 <u>Weekdays</u> 2----- <u>Spots/Week</u> 2 <u>Rate</u> \$1,200.00</div>														
8	WNBC	09/25/12	09/30/12	7-9A TODAY SHOW	7A-9A		:30			NM	5	\$10,000.00		
IP														
<div>Week: <u>Start Date</u> 09/24/12 <u>End Date</u> 09/30/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 5 <u>Rate</u> \$2,000.00</div>														
9	WNBC	10/01/12	10/01/12	7-9A TODAY SHOW	7A-9A		:30			NM	2	\$4,400.00		
IP														
<div>Week: <u>Start Date</u> 10/01/12 <u>End Date</u> 10/07/12 <u>Weekdays</u> 2----- <u>Spots/Week</u> 2 <u>Rate</u> \$2,200.00</div>														
10	WNBC	09/25/12	09/30/12	6-7A SAT TINY @ 6A	6A-7A		:30			NM	1	\$425.00		
IP														
<div>Week: <u>Start Date</u> 09/24/12 <u>End Date</u> 09/30/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$425.00</div>														
11	WNBC	09/25/12	09/30/12	7-9A SAT TODAY	7A-9A		:30			NM	1	\$1,100.00		
IP														
<div>Week: <u>Start Date</u> 09/24/12 <u>End Date</u> 09/30/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$1,100.00</div>														
E 12	WNBC	09/25/12	09/30/12	7-8A SAT TINY @ 9A	7-8A		:30			NM	1	\$1,200.00		
IP														
<div>Week: <u>Start Date</u> 09/24/12 <u>End Date</u> 09/30/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$1,200.00</div>														
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>				
	1	WNBC	09/24/12-09/30/12	7-8A SAT TINY @ 9A	7-8A	-----Sa--	:30		<del>\$1,200.00</del>	NM				
	See MG 12.2													
	NA-PGM NOT SCHEDULED													
	2	WNBC	09/29/12-09/29/12	7-8A SA TINY @ 7A	7-8A	-----Sa--	:30		\$1,200.00	NM				
	Ⓜ MG for 12.1 09/29													
13	WNBC	09/25/12	09/30/12	5-530A SUN HISPANICS TD 5-530A			:30			NM	1	\$75.00		
IP														
<div>Week: <u>Start Date</u> 09/24/12 <u>End Date</u> 09/30/12 <u>Weekdays</u> -----S <u>Spots/Week</u> 1 <u>Rate</u> \$75.00</div>														
14	WNBC	09/25/12	09/30/12	6-7A SUN TINY @ 6A	6A-7A		:30			NM	1	\$425.00		
IP														
<div>Week: <u>Start Date</u> 09/24/12 <u>End Date</u> 09/30/12 <u>Weekdays</u> -----S <u>Spots/Week</u> 1 <u>Rate</u> \$425.00</div>														
15	WNBC	09/25/12	09/30/12	7-830A SUN TINY @7A	7A-830A		:30			NM	1	\$600.00		
IP														
<div>Week: <u>Start Date</u> 09/24/12 <u>End Date</u> 09/30/12 <u>Weekdays</u> -----S <u>Spots/Week</u> 1 <u>Rate</u> \$600.00</div>														
16	WNBC	09/25/12	09/30/12	9-10A SUN TODAY 0070	9A-10A		:30			NM	1	\$1,325.00		
IP														
<div>Week: <u>Start Date</u> 09/24/12 <u>End Date</u> 09/30/12 <u>Weekdays</u> -----S <u>Spots/Week</u> 1 <u>Rate</u> \$1,325.00</div>														

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FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

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FOR NBCE CONTRACTS:

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Contract / Revision	Alt Order #
337056 /	

Contract Dates	Product	Estimate #
09/23/12 - 10/01/12	SENATE 2012	

Advertiser	Original Date / Revision
MENENDEZ FOR SENATE	09/21/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
17	WNBC	09/25/12	09/30/12	10-1030A CHRIS MATTHEW	10A-1030A		:30			NM	1	\$5,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$5,000.00			
18	WNBC	09/25/12	09/30/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	4	\$4,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$1,000.00			
19	WNBC	10/01/12	10/01/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	1	\$1,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$1,000.00			
20	WNBC	09/25/12	09/30/12	4-5P M-F ELLEN	4-5P		:30			NM	4	\$3,600.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$900.00			
21	WNBC	10/01/12	10/01/12	4-5P M-F ELLEN	4-5P		:30			NM	1	\$1,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$1,000.00			
22	WNBC	09/25/12	09/30/12	5-6P M-F 5P NEWS	5-6P		:30			NM	4	\$2,800.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$700.00			
23	WNBC	10/01/12	10/01/12	5-6P M-F 5P NEWS	5-6P		:30			NM	1	\$750.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$750.00			
E 24	WNBC	09/25/12	10/01/12	6-630P M-SU NEWS @ 6P	6P-630P		:30			NM	7	\$7,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1121-1				6	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	5	WNBC	09/24/12-09/30/12	6-630P M-SU NEWS @ 6P	6P-630P	-TuWThF--Su	:30		<del>\$1,000.00</del>	NM		
		See MG 24.8										
		NA-NOT AVAILABLE										
	6	WNBC	09/24/12-09/30/12	6-630P M-SU NEWS @ 6P	6P-630P	-TuWThF--Su	:30		<del>\$1,000.00</del>	NM		
		See MG 24.9										
		PREEMPT-RAN LATE DUE SPORTS										
	8	WNBC	10/01/12-10/01/12	6-630P M-SU NEWS @ 6P	6P-630P	M-----	:30		\$1,000.00	NM		
	Ⓜ	MG for 24.5 09/28										
	9	WNBC	09/30/12-09/30/12	632P-658P M-SU NEWS @ 6P	632P-658P	-----Su	:30		\$1,000.00	NM		
	Ⓜ	MG for 24.6 09/30										
	Week:	10/01/12	10/07/12	1-----				1	\$1,000.00			

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FOR NBCE CONTRACTS:

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<u>Contract / Revision</u> 337056 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/23/12 - 10/01/12	<u>Product</u> SENATE 2012	<u>Estimate #</u>
<u>Advertiser</u> MENENDEZ FOR SENATE		<u>Original Date / Revision</u> 09/21/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
25	WNBC	09/25/12	09/30/12	630P NBC NIGHTLY NEWS	630P-7P		:30			NM	2	\$6,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				2	\$3,000.00			
26	WNBC	09/25/12	09/30/12	11-1135P M-SU L NEWS 20C	11P-1135P		:30			NM	4	\$15,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$3,750.00			
27	WNBC	10/01/12	10/01/12	11-1135P M-SU L NEWS 20C	11P-1135P		:30			NM	1	\$4,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$4,000.00			
28	WNBC	09/25/12	09/30/12	1135P-1235A M-F TNGT SH	1135P-1235A		:30			NM	4	\$4,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$1,000.00			
29	WNBC	10/01/12	10/01/12	1135P-1235A M-F TNGT SH	1135P-1235A		:30			NM	1	\$1,400.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$1,400.00			
E 30	WNBC	09/25/12	09/30/12	1230A-1A LX 1ST LOOK NFL	1230A-1A		:30			NM	1	\$500.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WNBC	09/24/12-09/30/12	1230A-1A LX 1ST LOOK NFL	1230A-1A	-----Su	:30		<del>\$500.00</del>	NM		
	See MG 30.2											
	PREEMPT-RAN LATE DUE SPORTS											
	2	WNBC	09/30/12-09/30/12	1255A-125A LX 1ST LOOK N	1255A-125A	-----Su	:30		\$500.00	NM		
	Ⓜ MG for 30.1 09/30											
31	WNBC	09/25/12	09/30/12	1A-2A SU EXTRA NFL	1A-2A		:30			NM	1	\$400.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$400.00			
32	WNBC	09/25/12	09/30/12	TH10-11P ROCK CENTER	10-11P		:30			NM	1	\$7,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$7,000.00			
33	WNBC	09/25/12	09/30/12	4-430A SU-TH EARLY TODA	4A-430A		:30			NM	1	\$100.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWT--S				1	\$100.00			
<b>Totals</b>											<b>73</b>	<b>\$116,775.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



**WNBC**  
**30 Rockefeller Plaza**  
**New York, NY 10112**  
**(212) 664-4444**

www.nbcnewyork.com

<u>Contract / Revision</u> 337056 /		<u>Alt Order #</u>
<u>Contract Dates</u> <b>09/23/12 - 10/01/12</b>	<u>Product</u> SENATE 2012	<u>Estimate #</u>
<u>Advertiser</u> <b>MENENDEZ FOR SENATE</b>		<u>Original Date / Revision</u> 09/21/12 / 09/24/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	59	\$98,650.00	\$83,852.50
10/01/12 - 10/01/12	14	\$18,125.00	\$15,406.25
<b>Totals</b>	<b>73</b>	<b>\$116,775.00</b>	<b>\$99,258.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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